

MINUTES ----- FALL BUSINESS CONVENTION, IVY NETWORK

Sunday

November 28, 1954

The fall business convention of the Ivy Network was called to order at 10:23 am by Herbert Franklin of WHRB, Chairman of the Network, at Strathcona Hall, New Haven, Connecticut. All stations were represented, although most of Cornell's contingent had not yet arrived. After informal introductions, the meeting was turned over to Greg Dawson, Ivy general manager. The minutes of the last meeting were read in part, and summarized in part.

Dawson opened by reviewing the activities of the summer. Over a period of twelve weeks, he said, Ivy operated out of the offices of Everett-McKinney and saw fifty accounts. The Ivy story was spread to many more of New York City's advertising agencies. Several new accounts were obtained, and all the old accounts were renewed. Ivy is now represented in Standard Rate and Data, the timebuyers' guide. Dawson mentioned the FCC report, on which action has been delayed until January 16, 1955. He stated that two new network divisions were now in operation -- Ivy Research and Ivy Productions. Dawson mentioned the cooperation that he got from Howard Price, ex-station manager of WPRU, regarding a story in "Sponsor" Magazine. Publicity stories on Ivy generally were printed, and Dawson was happy over this. He mentioned his infrequent contacts with CRC over the summer.

Dawson felt Ivy's place in the New York picture is becoming better appreciated. Ivy has a \$38,000,000 market and is growing as a good test market in the eyes of agencyment. It is still a fringe market, though, and "performance counts." Dawson in part suggested the problem of Ivy's future by posing the question: "Do we want more advertising?"

Dawson explained how Ivy obtained the Paper-Mate contract and stated that the campaign was successful. But he said that the Herald-Tribune campaign was a failure, because the stations failed to carry out the contract correctly. He mentioned the LUCKIES material, and urged the stations to follow the instructions carefully. He stated that there would be a new Camel contract covering the period to January 1956. Then Dawson discussed the Old Golds contract and the two difficulties involved after the contract was signed: program content and time slot. Dawson mentioned how Ivy's acceptance must come before that of the member stations, and how acceptance by the Ivy office binds the stations. He also said that Ivy plans to cease soliciting cigarette accounts for the present, since three are under contract now.

Dawson then went into the problem, especially evidenced in WHRB's case, of "selling seven different philosophies." "Do all the stations want national accounts?" he asked. He mentioned how Ivy itself is gaining more friends in the trade, as graduates of the member stations filter into radio-TV and advertising. Dawson suggested that perhaps the best thing the Ivy office can do with regard to the selling of national accounts is to concentrate on institutional accounts, because -- he pointed out -- Ivy is tired of selling accounts which are refused by member stations.

Don Pegg, business manager of Ivy, then delivered his report. He listed the debts owed to the stations by Ivy, and said that the May balances, plus the \$75 loan of last spring would be repaid by February 1, 1955. Questions arose regarding Ivy's commissions and similar business procedures. WBRU moved and WDBS seconded the motion that:

THE IVY NETWORK submit to member stations the procedure used in completing contracts, and submit copies thereof to the member stations, said report to include an explanation of the differences in rates, where percentages go, salesmen's commissions, etc.

PASSED: unanimously (WVBR not officially voting).

Pegg spoke of the Network's need for the immediate payment of U-P ticker bills; he advised a careful rereading of the Business Activities schedule in the Green Book. He mentioned and displayed the new affidavit forms, with bill and affidavit on one page, and he urged the necessity of proper compilation of these forms. Any improper forms delay billing and eventual payment for everyone.

At 2:04 pm, the meeting was temporarily adjourned, to reconvene at 2:30 pm.

The meeting reconvened at 2:58 pm.

Don Pegg again went over the new affidavit forms, and said they would cost about \$2.50 per station for a five-year supply. WBRU moved, and it was seconded that:

THE IVY NETWORK prepare affidavits, and have the bill split seven ways; the affidavits and bills be sent to member stations.

PASSED: unanimously.

WDBS brought up the question of financial reports. Pegg admitted his negligence, and promised to set up a system whereby monthly or bi-monthly reports would be sent out. He commented on the danger of these reports falling into the wrong (university administration) hands. Dawson complained that the member stations never send in their reports, with the exception of WYBC. He stated that member stations should send reports not only to Ivy but to each other. Dawson said that there was a need for a general tightening of communications with Ivy -- reports and memos should be answered. WDBS again brought up the question of financial reports, and Pegg -- after telling that the bookkeeping situation would not be ironed out until February -- agreed to send balance sheets.

Graham Tebbe then told about Ivy Research, which he hopes to operate in four main fields of research -- market, copy, motive, and audience. He distributed a new poll, which both he and Dawson felt would be instrumental in determining many of the Ivy College man's buying habits, and thus be helpful to salesmen.

The Ivy Productions report was heard next. Don Roberts passed out a report sheet. The commentary on such intra-network productions as "Curtain Time" followed, and the eventual possibility of combined lines Network programming was mentioned. The BBC Series was discussed favorably as was the prospect of getting the show "Conversation" for the Network. A memo was distributed concerning the Saturday Afternoon WRCA series. Dawson stated that this would be good publicity for the Network. The WPRU production "World Perspective" was also mentioned but this was still in the planning stage as far as network participation is concerned.

Dawson announced that incorporation proceedings would probably be completed by January, 1955.

Dan Sobol spoke about the Ivy Advisory Committee, a group of station-executive alumni, who still retain an interest in Ivy. He told of the Ivy alumni in the trade, and of the possibility of their helping Ivy. He emphasized that the Committee doesn't want to infringe on policy decisions of the Network.

Dawson mentioned the possibility of Ivy Network Awards as a means of obtaining publicity for the Network.

The meeting then turned to a general discussion of Network problems. Dawson said that reports were favorable about the Paper-Mate renewal. Morning radio and exam broadcast advertising were still nebulous. Dawson stated that "Career" has been refused by Ivy, but that there may be hopes of getting company advertising during their visits to the colleges. Dawson discussed the latest difficulties with CRC, and re-emphasized the danger of dealing with them.

The question of member stations selling for the Network came up. Dawson stated that only Boston and New York could be considered fertile fields for this. He commented that Ivy still could not approve solicitations of which they have no knowledge. The main reason for this, it was pointed out, is that Ivy itself may be negotiating with the same companies. WPRU especially commented on the possibility of some of their members selling for the Network, as their membership includes several sons of agency men. In this regard, the question of commissions again came up.

The next topic was the "WHRB problem." The history of the May, 1954 resolution of WHRB, its subsequent revocation (October), the troubles the former resolution caused Ivy, etc. was reviewed. WPRU stated that their executive committee had authorized them to offer a resolution that WHRB apologize for its actions or withdraw from the Network, but they did not so move. Dawson stated that a withdrawal from the Network would hurt all the stations, and that the network as a whole would suffer. He said that a committee for the study of a commercial code -- a study which WHRB is undertaking -- is not the way to answer the problem, although he felt a joint committee of all stations might provide a solution.

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Dawson emphasized that college radio must remember its place in advertising, and realize its peripheral status. He said that any formal code for one station, or for the Network, must of necessity be as liberal as the existing standards. He said that WHRB's revocation of its May resolution was an admission of its error. WHRB President Kalmus doubted whether anything "you'd think drastic" would be done by the station for "at least" a year, although he could not guarantee anything because of what he termed "the highly democratic system" by which WHRB is governed. WPRU said that "for the good of the Network", WHRB should put the Network first, or drop out. Dawson said that "no station is bigger than the Network." He termed WHRB's attitude unfortunate and undesirable. WHRB station manager Warshall said that "we feel no cavalier disregard for the Network, but if the Network would damage our purpose 'to serve the Harvard Community', then Harvard comes first." Franklin pointed out that the Network stations had already seen WHRB station officials go so far as to contravene an action of the station's Full Board in ignoring the May resolution. This he said, was evidence of WHRB's reluctance to harm the Network. Kalmus emphasized that "we don't want to hurt the Network," and pointed out that the Commercial Code Committee actions included a report on the attitude of the rest of the Network. WDBS asked WHRB to keep the Network informed on the progress of the committee, and WHRB agreed to do so.

It was moved and seconded that:

A DOUBLE-SIGNATORY for checks -- the general manager and the business manager --- be installed beginning February 1, 1955 for the Ivy Network.

PASSED: unanimously.

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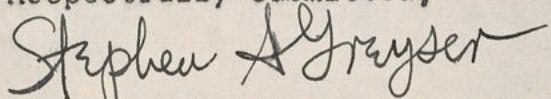
JIM McCARTHY, Jay Erens, and Monte Everett be appointed general manager, business manager, and sales manager, respectively, of the Ivy Network, effective February 1, 1955.

PASSED: unanimously.

A motion of thanks to Greg Dawson and Don Pegg was voted unanimously.

At 6:32 pm, the Fall Business Convention was adjourned.

Respectfully submitted,



Stephen A. Greyser, Acting Sec'y
for WHRB

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The following information was obtained from a confidential source who has provided reliable information in the past.
The source has provided information that the following information is true and correct.
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